

ABSTRACT OF THE DISCLOSURE

A network system and home appliance connected to a network effectively utilize data collected from home appliances to achieve more effective advertising and sales promotion using the home appliance. A home appliance (e.g., refrigerator) connects to a service center via a network. Benefit is provided to the consumer by reimbursing the consumer for the power consumed by refrigerator operation. When the consumer places something in the refrigerator, the consumer enters product information using a bar code scanner disposed to the refrigerator, and when removing something from the refrigerator enters the product name and amount used. This information is then sent to the service center, which by collecting information can accurately identify consumer lifestyle preferences. Advertising from a marketing company selected according to the consumer information can then be presented in a timely manner using a display or speakers disposed to the refrigerator.